

Describe Your Customer

Customers: Your target market

1. A target market is a group of customers who share a similar problem or need to which you tailor your product or service. What is the target market for your business?

2. You can define a target market by:

- Demographic factors (age, income level, geography)
- Psychographic factors (attitudes, beliefs, emotions)
- Behavioral factors (key considerations when purchasing)

3. Be careful not to define your target market in terms of the services or benefits you plan to provide (example: look at “people in high stress jobs” rather than “people who need a massage”)

4. You might consider several different target markets and use research to determine the best opportunity

Know your target customers

1. What are the advantages of your product or service?

2. Who will you sell it to?

3. What do those customers care about?

4. Why will they choose you over the competition?

5. How can you reach those customers and convince them to buy your product or service?
